

CM MÁLAGA ADVANCES THE PROGRAMME OF ITS FOURTH EDITION, FEATURING OVER 100 WORLD LEADERS FROM THE CULTURAL AND INNOVATION INDUSTRIES

CM Málaga, Culture & Museums International Tech Forum, has advanced the main contents of its programme which, led by over a hundred experts, includes the ‘IV International Symposium on Digital Humanism. New Trends in Museums and Cultural Organisations’. The event will address the innovative use of digital and, more specifically, will reflect on issues related to technical automation in museums and cultural centres, data processing, artificial intelligence and cybersecurity in a dynamic and changing context. Countless challenges await the digital transformation of museums and cultural institutions, which is why this symposium offers a unique opportunity to develop an effective technological strategy that reflects the uniqueness of each and every cultural organisation and addresses the needs of a plural society

In addition, the forum will include the ‘III International Technical Conferences for Professionals in the Cultural and Technological Sector’, a key event in which to learn about the technologies, ideas and innovative cultural projects promoting sustainable development and social well-being.

CM Málaga one of the main events for knowledge, inspiration and business for professionals, companies, and institutions in the cultural industry, will take place at FYCMA (Trade Fair and Congress Center of Málaga) on 17 and 18 June.

Malaga, 5 March 2024 – CM Málaga, Culture & Museums International Tech Forum, has become the main international event of inspiration and business in the cultural industry. This year the event will feature over 100 world leaders from the fields of culture, innovation and technology who will participate in the many activities of this fourth edition. An event that every year brings together institutions, professionals and museums from over twenty countries, and where knowledge, internationalisation, entrepreneurship and innovation are its key elements. The event will take place at FYCMA (Trade Fair and Congress Center of Málaga) on 17 and 18 June. Registrations are open now on www.cmmalaga.com, with an early bird promotion available until March, 15.

Some of the speakers confirmed for this edition are Dionysios Demetis, Associate Professor at Hull University Business School in the UK and Visiting Professor at Texas A&M University (US); Indrek Ibrus, Professor of Media Innovation at the Baltic School of Film, Media and Arts (BFM), Tallinn University, Estonia; Iñáqui Carnicero, General Secretary of Urban Agenda, Housing and Architecture of the Ministry of Housing and Urban Agenda; Julia Schicker, artist and computer programmer from Switzerland; Onomeh Ekeh, Swiss multidisciplinary artist and professor at the FHNW Academy of Art and Design (Basel, Switzerland); Regina Harsanyi, Associate Curator of Media Art at the Museum of the Moving Image in New York and preventive curator of time-based media, and Oliver Grau, Director, Media Art Histories and EU Master of Media Arts Culture and professor of Danube University, Krems an der Donau from Austria.

They will all participate in the [‘IV International Symposium on Digital Humanism. New Trends in Museums and Cultural Organisations’](#), directed by Lucía Ybarra and Rosina Gómez-Baeza, founders of the consulting firm YGBART. The event opens the debate on how museums and other cultural organisations understand connectivity, their interaction and online dialogue with artists, the educational sector, museum and cultural professionals, audiences both local and global, patrons, curators, gallery owners, agents, and the media. The debate will take place across four topics, Technical Automation, Datafication, Artificial Intelligence and Cybersecurity, serving as guides to address the innovative use of digital and, more specifically, reflect on issues related to the technical automation of museums and cultural centres, data processing, artificial intelligence and cybersecurity in a dynamic and changing context.

Technical Conferences

In addition, the Forum includes the ['III International Technical Conferences for Professionals in the Cultural and Technological Sector'](#), whose main objective is to debate, inspire and work with technologies, ideas and projects of professionals distinguished by their innovative work in sustainable development and social well-being. Key themes will be culture and social well-being, the expansion of culture to new territories, sustainability, as well as innovation and creativity towards economic development. The round-tables will revolve around the benefits of art and culture on health, the importance of alliances and collaborative networks, the transformative capacity of culture and the role of cultural innovation in rural depopulation, among other issues.

CM Málaga will also include a program of specialised workshops aimed at deepening the training of culture professionals in subjects such as artificial intelligence, the creation of urban spaces to facilitate culture and opportunities for rural innovation through the promotion of new artistic and cultural capacities. This is a series of specific workshops launched to generate interprofessional networking and offer a practical workspace around different topics related to innovation.

CM Málaga is organised by FYCMA (Trade Fair and Congress Center of Málaga) as part of the Malaga City Council, together with the Department of Tourism, Culture and Sports of the Government of Andalusia and the support of Diario Sur newspaper. Collaborators include the Association of Museographers and Museologists of Andalusia (AMMA), the Institut Cerdà, Museum Connections, the University of Málaga (UMA), as well as YGBART Advising and Management.

Learn more on www.cmmalaga.com and on our [Facebook](#), [X](#), [LinkedIn](#) and [Instagram](#) accounts.